



# Builder Recruitment Handbook



- Purpose:  
To assist new and existing ENERGY STAR partners in their efforts to recruit homebuilders to a winning partnership with ENERGY STAR.
  - Increase participation
  - Improve relationships
  - Offer long-term support
  - Deepen commitment



# Builder Recruitment Handbook



- Top Ways to Reach and Retain Homebuilders
- Working with Production Builders
- Recruitment Presentation
- Builder Growth Chart
- Common Builder Concerns and Solutions to Overcome Them
- Success Stories
- Builder Brochure



# Ways to Reach & Retain Builders



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## Top Ways to Reach and Retain Homebuilders Fact Sheet

Your organization needs to obtain, retain, and cultivate relationships with builders to ensure success with ENERGY STAR. This will entail continued outreach to new builders, providing support to the builders you recruit, and coordinating with other local stakeholders.



Before you get started, it's important to do research needed to understand the local residential new construction market and its key players. Then, incorporate outreach and support to builders as part of your business and marketing plans. Associating your organization with ENERGY STAR by using the [ENERGY STAR logo mark](#) in your advertising, on your web site, and on promotional materials, can help builders recognize your participation in the program.

### Outreach to Builders

**Deliver ENERGY STAR Presentations.** EPA has developed an effective presentation for recruiting builder partners. You can start with [EPA's presentation template](#), and customize it for your organization. You can offer to present this to Homebuilder Associations (HBAs) or directly to a builder's management team.

**Host ENERGY STAR Events.** Hold a builder seminar or a brown bag lunch. Provide an incentive to attract builders (e.g. free lunch, a coupon for one free rating). Introduce ENERGY STAR for homes and provide both technical and marketing overviews.

**Link with Existing Events.** Research local events in your area that builders often attend or participate, such as Parade of Homes, events sponsored by your local real estate organization, or HBA. Consider sponsoring the event, administering a booth, or simply attending the event to network.

**Find Your Ally Within the Builder's Company.** If you can connect with one key player who sees the value of ENERGY STAR, their enthusiasm will spread. Adapt your message to your audience – your messaging to the marketing manager should be different than the purchasing manager or the warranty manager. Refer to *"Working with Production Builders"* for more information, a part of this Handbook.

**Build Rapport with Decision Makers.** Face-to-face interaction with the decision makers in a builder's organization can enable you to build a sustained relationship within an organization. Trust is a valuable asset. Upper management often has one common goal of maximizing profits. Therefore, your story must explain how they can financially benefit from ENERGY STAR and sell their homes at a competitive price in a timely manner.

**Leverage the Marketing Toolkit.** Use the ENERGY STAR [Marketing Toolkit](#) to create marketing materials that show builders and their homebuyers how they can benefit from ENERGY STAR. When you are meeting with builders for the first time, customize a few flyers to highlight the services you offer them.

### Support Builder Partners

**Offer Marketing Support.** Offer to train the builder's sales and marketing staff how to effectively sell the value of ENERGY STAR. Provide builders a choice of marketing materials they can use, including a "menu" of options and show them examples of other builders who have successfully leveraged ENERGY STAR. Also be sure that the [ENERGY STAR logo mark](#) is being utilized in all of the builder's advertisements, on signage, on their web site, and on other promotional materials.

**Utilize the Marketing Toolkit.** The ENERGY STAR [Marketing Toolkit](#) enables partners to create customized promotional materials, such as flyers, web graphics, and model-home display cards, to showcase their ENERGY STAR qualified homes. Use the Toolkit to offer design services to your key builders. With their logo and web site, you can produce high-quality marketing materials for them. Consider offering to train their staff on how to use the Toolkit.

**Help Committed Builders.** Go an extra step and provide ongoing sales training to the sales force of committed builders. Ensure they are comfortable with the technical components of ENERGY STAR. Make routine site visits to restock inventory of ENERGY STAR [brochures](#). You can also meet with management about any concerns they may have and how you can support them.

**Design a Checklist.** To increase trust and simplify the process of qualifying a home, builders will appreciate a checklist of how you are going to support their ENERGY STAR activities and help them succeed with the program.

**Communicate Regularly.** Communicate with builders on a regular basis to ensure that all parties are satisfied. One way to communicate is through the use of a newsletter (or e-newsletter, which reduces print), which can celebrate good news and provide updates.

**Provide Technical Training.** Use building science experts, manufacturers, and suppliers to assist your team in answering technical questions or concerns. Consider offering new builders training for their subcontractors.

**Sponsor Realtor and Consumer Events.** Offer to sponsor an "ENERGY STAR" day or "muddy boots tour" to real estate agents and prospects for your top builders.

**Foster Public Relations.** Help to showcase stories about champion builders and/or early adopters in the local media. For example, invite media to tour your builder's first ENERGY STAR qualified home.

**Invite Top Builders to Events.** If you are attending a local event to talk about ENERGY STAR, invite your top builders to join you. They can give the builder perspective on the benefits of partnering with ENERGY STAR.

**Recognize Builders' Efforts.** Work with local state or utility sponsors to hold an annual awards ceremony to highlight promotional efforts, accomplishments, and milestones. Also, encourage the builders who best promote ENERGY STAR to apply for EPA's Excellence in ENERGY STAR Promotion award.

### Coordinate with Local Stakeholders

**Network with Allies.** Develop rapport by teaming up with key players in your market involved in residential construction, energy efficiency, and green building. These may include the state energy office, local HBA, Chamber of Commerce, Realtor® association, Home Energy Raters, utility companies, Realtors, suppliers, and manufacturers, as well as ENERGY STAR builder partners. Meet on a regular basis to share ideas, collaborate, and coordinate education.

**Coordinate Cooperative Advertising.** Work together to increase consumer awareness through cooperative advertising. Cooperative advertising allows you to reduce advertising costs by pooling funds together. If you have at least two ENERGY STAR builders participating, apply for funding through EPA's [Annual Outreach Partnership](#).

**Facilitate a State-wide Home Energy Rater Association.** The existence of a local Home Energy Rater association can bring more credibility to the industry, improve communication among raters and enable funds to be pulled together for marketing.

**Develop Relationships with Subcontractors.** It may be helpful to familiarize yourself with the major

# Outreach to Builders



- Deliver ENERGY STAR Presentations
- Host ENERGY STAR Events
- Link with Existing Events
- Find your Ally within the Builder's Company
- Build Rapport with Decision Makers
- Leverage the Marketing Toolkit





# Support Builder Partners



- Offer Marketing Support & Training
- Help Committed Builders
- Design a Checklist
- Foster Public Relations
- Provide Technical Training



- Sponsor Real Estate Agent & Consumer Events
- Communicate Regularly
- Invite Top Builders to Events
- Recognize Builders' Efforts

# Coordinate with Local Stakeholders



- Network with Allies

Gov't Officials                      HBAs                      Real estate agents

Energy and  
Environmental Groups                      Suppliers and Manufacturers

Architects                      Other ENERGY STAR partners

- Coordinate Cooperative Advertising
- Facilitate a State-wide Home Energy Rater Association
- Develop Relationships with Subcontractors

# Working with Production Builders



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## Working with Production Builders

Due to their large size, production builders often employ specialized staff. ENERGY STAR partners better understand these staff roles. This specialized staff includes:

- Construction;
- Purchasing;
- Sales, Marketing, and Communications;
- Warranty; and
- Upper Management.

Resources mentioned throughout the document are provided.

### Role: Construction

**Titles:** Construction Manager, Site Superintendent, Field Manager

**Responsibilities:** Construction staff work with subcontractors and inspectors to safely build quality homes on time and under budget.

**Potential Involvement in ENERGY STAR:** Construction staff oversees subcontractors and communicates quality standards, including ENERGY STAR performance guidelines (e.g., compliance with the Thermal Bypass Checklist). They coordinate with Home Energy Raters schedule inspections/testing and implement corrective actions when homes do not qualify.

**Key ENERGY STAR benefits and resources:** ENERGY STAR third-party verification requirements that can help subcontractors to a higher standard. The program includes the Thermal Bypass Checklist Guide. This provides practices for complying with the Thermal Bypass Check

### Role: Purchasing

**Titles:** Purchasing Manager, Estimator, Supply Chain Director

**Responsibilities:** Purchasing staff work with subcontractors to develop specifications, bid out contracts, and manage materials and hire contractors while minimizing costs.

**Potential Involvement in ENERGY STAR:** Purchasing staff helps the Home Energy Rater to choose the building materials for ENERGY STAR qualified homes. They also work with subcontractors to align with an ENERGY STAR-based schedule for construction. If a subcontractor is not an ENERGY STAR qualified home, it is likely the purchasing staff will become an ENERGY STAR builder partner. By interacting with subcontractors, they may find other opportunities for future projects. They also may work with marketing staff to communicate positive annual cash flow, and life-cycle savings of quality

energy-efficiency guidelines, resulting in fewer callbacks. It also helps the homebuilder develop an automatic feedback loop on subcontractor's performance in the field, identifying areas of improvement before the issues result in a warranty claim or worse yet, legal action.

### Role: Upper Management

**Titles:** President, Vice President, Chief Executive Officer (CEO), Division Manager, Director of Operations, Project Manager

**Responsibilities:** Upper management staff coordinates all aspects of a residential development, including design, permitting, purchasing, marketing, construction, inspections, warranties, and homeowner and/or tenant relations.

**Potential Involvement in ENERGY STAR:** Upper management provides strategic direction for the company, and often will play a key role in implementing ENERGY STAR. Upper management coordinates ENERGY STAR qualification activities among construction, purchasing, and warranty staff. They ensure that the sales and marketing staff integrate ENERGY STAR marks and messaging into all marketing materials. They work with communications staff to explain the benefits and value of ENERGY STAR.

**Key ENERGY STAR benefits and resources:** ENERGY STAR can offer increased sales and revenue; more customer referrals and fewer callbacks; differentiation from competitors, including national awards and recognition; the opportunity to become a local environmental champion and expert builder; sales and technical tools and training materials; the ENERGY STAR marks; and a third-party verified Quality Assurance mechanism.



## Resources

- ENERGY STAR Marketing Resources Online:
  - [ENERGY STAR Logo Marks](#)
  - [Marketing Toolkit](#), an easy way to create customized ENERGY STAR marketing materials
  - [Outreach Partnership](#), EPA's cooperative advertising campaign
  - [Brochures](#)
  - [Fact Sheets](#)
  - [Web Linking Policy](#), the steps needed to establish a link on the ENERGY STAR Web site
  - [Presentations](#) for real estate agents, home appraisers, and homebuyers
- Other Resources Online:
  - [Partner Locator](#)
  - [QuantityQuotes.net](#), featuring bulk purchasing of ENERGY STAR qualified products
  - [Product Information](#), including savings calculators; listings of qualified appliances; and databases of rebates from manufacturers, utilities, and governments
  - [Technical Guidelines](#), including the Thermal Bypass Checklist Guide

ENERGY STAR provides objective performance information to help subcontractors to minimize warranty and construction savings and less expensive HVAC equipment due to properly installed insulation). Some states require subcontracting qualified new homes, which allows to ENERGY STAR product savings and qualified appliance rebate databases; and for qualified products.

### Regional Sales Manager

Regional sales and marketing staff develop external relationships with the community. They manage sales campaigns and budgets; work with subcontractors; administer the Web site; manage sales materials; administer the Web site; manage sales and promotional events; and manage relationships with the design center.

**ENERGY STAR:** Sales and marketing staff promotes ENERGY STAR marks and messaging into their salespeople to sell ENERGY STAR features and benefits of qualified homes for the annual Cooperative Outreach efforts.

ENERGY STAR can offer differentiation from cost, comfort, quality, and environmental performance; access to the ENERGY STAR marketing funds and national recognition; a million hits every year; sales training for estate agents, home appraisers, and

### Customer Service Manager, Home Care

Customer service staff, subcontractors, and the community. They seek to minimize warranty homeowner complaints. They also may

representatives can experience reduced liability to higher specifications. Warranty claim managers to identify areas of risk for reduce liability and minimize oversights in the bottom line.

ENERGY STAR can help improve customer comfort, and energy consumption issues. Subcontractor performance and the installation of for assurance that homes will meet strict



# Working with Production Builders



- Understanding the roles and needs of production builders' staff:
  - Construction
  - Purchasing
  - Sales, Marketing, and Communications
  - Upper Management
  - Warranty
- Responsibilities
- Potential Involvement in ENERGY STAR
- Key ENERGY STAR benefits and resources

# Recruitment Presentation



- Focuses on features and benefits of an ENERGY STAR qualified home
- Stresses value to the builder to partner
- Approx. 60 minutes in length
- Customizable



# **ENERGY STAR:**

## **The Path for Success**

<name of presenter>  
<organization>  
<date>

# How Does ENERGY STAR Benefit Your Company?



- Potential increase in sales and revenue
- Better constructed, advanced, and higher quality homes
- High customer satisfaction  
(fewer callbacks and increased referrals)
- Strong brand recognition
- New marketing platform that attracts customers and differentiates you from competition
- Flexible program that offers support

# Overview



- What is ENERGY STAR
- What is an ENERGY STAR qualified home
- How you can benefit from the program
- How to become an ENERGY STAR builder



# Builder Growth Chart



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## The ENERGY STAR® Builder Growth Chart

### STAGE 1: Becoming an ENERGY STAR Partner

- ☐ 1. Builder learns about the features and benefits of ENERGY STAR.
- ☐ 2. Rater reviews plans and assists the builder to determine necessary upgrades and costs.
- ☐ 3. Builder assesses purchasing requirements.
- ☐ 4. Key decision-maker(s) reviews ENERGY STAR requirements for compatibility with business interests.
- ☐ 5. Builder commits to program by signing the ENERGY STAR Partnership Agreement.
- ☐ 6. Builder rolls out ENERGY STAR program with all-staff meeting.



### STAGE 2: Constructing First ENERGY STAR Qualified Home

- ☐ 1. Builder's crews, subcontractors, and sales force are trained.
- ☐ 2. Builder integrates the ENERGY STAR mark into marketing materials and advertising.
- ☐ 3. Rater verifies ENERGY STAR compliance at pre-drywall and final testing.
- ☐ 4. Builder arranges for retraining and corrective measures, if home does not pass final testing.
- ☐ 5. Home passes testing and inspections and receives the ENERGY STAR label.
- ☐ 6. Home is reported to EPA through the rater Provider.



### STAGE 3: Ongoing Integration With ENERGY STAR

- ☐ 1. ENERGY STAR is fully-branded at the sales office, community, and model homes. The ENERGY STAR is incorporated into all marketing materials, including on signage and the company web site. Technology displays are located at models.
- ☐ 2. Sales force is accountable for explaining ENERGY STAR features and benefits to all prospects. Secret shoppers, role playing, or other techniques are used to ensure the value of ENERGY STAR is conveyed.
- ☐ 3. Builder integrates ENERGY STAR into training for new subcontractors and sales force.
- ☐ 4. Builder's homes consistently pass third-party inspection and testing the first time.
- ☐ 5. Builder experiences increased sales, fewer callbacks, etc.
- ☐ 6. Builder commits to building all homes ENERGY STAR by signing the 100% Commitment.



### STAGE 4: Becoming an ENERGY STAR Champion

- ☐ 1. Builder coordinates with other ENERGY STAR partners and participates in the Outreach Partnership.
- ☐ 2. Builder holds ENERGY STAR events for both consumers and real estate agents. Where available, they also showcase qualified homes in the Parade of Homes.
- ☐ 3. Builder educates other builders, HBAs, and trade organizations on the benefits of ENERGY STAR.
- ☐ 4. Builder helps establish ENERGY STAR as the local standard for new homes. Due to their success, other ENERGY STAR builders feel compelled to participate to remain competitive.
- ☐ 5. Builder offers Indoor Air Package and/or Advanced Lighting Package.
- ☐ 6. Builder applies for the Excellence in ENERGY STAR Promotion Award.

# Builder Growth Chart



- STAGE 1:  
Becoming an ENERGY STAR Partner
- STAGE 2:  
Constructing First ENERGY STAR Qualified Home
- STAGE 3:  
Ongoing Integration with ENERGY STAR
- STAGE 4:  
Becoming an ENERGY STAR Champion

Use this to guide your builders to be most successful!

# How to Overcome Builder Concerns



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## Common Builder Concerns About Partnering with ENERGY STAR® and Solutions to Overcome Them

	Objections	Solutions	Useful Resources
Cost-related	Competition. I need to keep my prices down to compete with other builders in the area.	It's easy to focus on sales price alone, but it is important to remember that there are many components to any product, such as service, quality, and costs. Buyers rarely focus on price alone. By selling the quality advantage of an ENERGY STAR qualified home including cost, durability, health and comfort benefits, you can differentiate yourself from your competition and ensure buyers consider more than just price.	<ul style="list-style-type: none"> <li>Benefits of Building ENERGY STAR Qualified Homes</li> </ul>
	The extra cost will limit my homebuyers due to income qualifications. My homes will no longer be affordable.	Compared with standard homes, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating, saving consumers \$300 to \$400 each year. Over the average of seven to eight years a homeowner usually lives in a home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can be substantial as well. Homeowners also can consider Energy Efficient Mortgages (EEMs) whenever mortgage qualification becomes an issue. Overall, ENERGY STAR qualified homes are great for homeowners looking for an affordable home.	<ul style="list-style-type: none"> <li>Benefits for Homeowners of ENERGY STAR Qualified Homes</li> <li>What is an EEM?</li> <li>HomeCalc</li> </ul>
	The market is slowing down and I can't afford to increase my costs.	During times when the market is slow, it is especially important for homebuilders to differentiate themselves from their competitors. ENERGY STAR is a great investment that gives builders an edge over the competition with quality, comfort, monthly savings, and lower maintenance.	<ul style="list-style-type: none"> <li>Benefits of ENERGY STAR</li> </ul>
Value-related	I don't see the value in ENERGY STAR.	Over 70% of American households recognize the ENERGY STAR mark. By associating your company with the ENERGY STAR, you can show that your homes are third-party verified to meet government-backed energy efficiency requirements. As a partner, you benefit from using ENERGY STAR marketing and technical resources, including the use of the ENERGY STAR mark in your promotions and advertising.  Consumers also are increasingly interested in reducing their impact on the environment and in green building. Energy efficiency is the foundation for green building. That's because the energy used in homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated.	<ul style="list-style-type: none"> <li>ENERGY STAR Mark</li> <li>Marketing Resources</li> <li>Technical Resources</li> <li>Brochures for Builders</li> <li>Green Begins with ENERGY STAR Blue</li> </ul>
	I am more interested in a tax credit than ENERGY STAR.	Building an ENERGY STAR qualified home is more cost-effective than building a home to meet the federal tax credit requirements. In addition, the ENERGY STAR program allows builders to leverage the ENERGY STAR mark, which is recognized by over 70% of American households, and enables your company's name to become synonymous with energy efficiency and quality.	<ul style="list-style-type: none"> <li>Co-Brand with ENERGY STAR</li> </ul>
	I am interested, but my manager does not see the value.	Managers who participate in the program see increased revenue and sales, better construction techniques, reduced number of callbacks, and happy homeowners. These are the type of benefits that company executives are looking for. We have information and testimonials on these benefits that you can bring back to your management team.	<ul style="list-style-type: none"> <li>Benefits of ENERGY STAR</li> <li>Success with ENERGY STAR</li> </ul>
	I already build energy-efficient homes.	ENERGY STAR will allow you to show that your homes were 3 <sup>rd</sup> party verified to be energy efficient with a government-backed label that is widely recognized by consumers. If you are already building efficiently, you will have a minimal investment and will be better positioned to differentiate yourself in the market with ENERGY STAR.	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party Verification</li> <li>Behind the Walls Tour of an ENERGY STAR Qualified Home</li> </ul>

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	Objections	Solutions	Useful Resources
Value-related	My homes are selling. I don't need anything to differentiate my company.	Over 12% of new homes in the U.S. in 2006 were ENERGY STAR qualified, and more builders are joining the program each month. In a market where consumers value quality construction, improved comfort, and lower maintenance costs, ENERGY STAR can be a valuable asset. ENERGY STAR can increase your market share even more.	<ul style="list-style-type: none"> <li>Benefits of ENERGY STAR</li> <li>Brochures for Builders</li> </ul>
	No one cares about energy efficiency and my homebuyers are not asking for it.	Often, homebuyers don't ask for energy efficiency because they assume new homes are energy efficient. Your homes will perform 20-30% better than typical homes by participating in ENERGY STAR. Ask your homebuyers if they are interested in quality, comfort, and monthly savings. Energy efficiency addresses many areas that are concerns for homebuyers.	<ul style="list-style-type: none"> <li>Benefits for Homeowners of ENERGY STAR Qualified Homes</li> <li>Brochures</li> </ul>
	I am a production builder, not a green builder. Green building is for environmentalists or tree huggers.	Today, consumers are becoming interested in reducing their impact on the environment as energy prices continue to increase. Energy efficiency is the place to start for green building. That's because the energy used in homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated. In a recent study, nearly two thirds of consumers indicated that they would choose one house over another based on energy efficient performance.	<ul style="list-style-type: none"> <li>Climate Change</li> <li>Shelter Group Survey</li> </ul>
Other Objections	I don't want to work with the government.	ENERGY STAR is a voluntary program with over 5,000 builders participating. These builders are taking advantage of free technical and marketing resources that help differentiate their companies and increase revenues. If you sign up and change your mind, you can stop participating at any time, for any reason, without penalty.	<ul style="list-style-type: none"> <li>Benefits of ENERGY STAR</li> <li>Marketing Resources</li> <li>Technical Resources</li> </ul>
	I don't want to use CFLs in my homes. My homebuyers never choose them.	CFLs aren't a requirement of the program. One great aspect of the ENERGY STAR program is that it is flexible and you work with your home energy rater to determine what upgrades are necessary to build an ENERGY STAR qualified home.	<ul style="list-style-type: none"> <li>ENERGY STAR Guidelines</li> </ul>
	Why should I join ENERGY STAR when there are so many other "green building" programs around?	Green building means improving the way that homes and homebuilding sites use energy, water, and materials to reduce negative impacts on human health and the environment. Energy efficiency is a smart first step when contemplating green building programs.	<ul style="list-style-type: none"> <li>Green Begins with ENERGY STAR Blue</li> </ul>
	No one in my market has heard of ENERGY STAR for homes, only for appliances and computers.	If ENERGY STAR for New Homes is new to your market, you can become the market leader, as many builders leading the way have done in the past. By fully integrating ENERGY STAR in your marketing materials and telling consumers your energy-efficient story, consumers see your company's name as synonymous with quality and energy-efficient construction. You can also team with other ENERGY STAR partners to participate in the annual ENERGY STAR Outreach Partnership, which helps to improve consumer awareness.	<ul style="list-style-type: none"> <li>Outreach Partnership</li> <li>Marketing Toolkit</li> </ul>
	I've heard that meeting the Thermal Bypass Checklist is too hard. My subcontractors will want to charge me more and it's not worth it since their turnover is so high.	The items listed on the Thermal Bypass Checklist (TBC) can be considered part of a risk management strategy for a builder. Each item on the list helps ensure that the home is insulated and sealed correctly to reduce and eliminate comfort problems and high energy bills. As you know, improper insulation or air sealing can turn into warranty calls. As the subcontractors begin to learn the construction techniques of the TBC, they also will experience the value of doing the job right the first time. Lastly, there is less exposure to defect litigation since most TBC requirements are already required by the latest IECC codes.  This amount of savings will encourage the principals of these companies to invest in continuous education and potentially lead to an increase in	<ul style="list-style-type: none"> <li>ENERGY STAR Guidelines</li> <li>Behind the Walls Tour of an ENERGY STAR Qualified Home</li> </ul>

# How to Overcome Builder Concerns



- Concerns such as:
  - Cost-related
  - Value-related
  - Technical-related
- Solutions are offered to overcome concerns, along with useful resources you can share with builders to help provide evidence



# Success Stories



LEARN MORE AT  
[energystar.gov](http://energystar.gov)

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

## What ENERGY STAR Builder Partners Are Saying...

Across the country, homebuilders partnering with ENERGY STAR have seen success in their businesses, from increased sales to improved staff morale to a stronger reputation for quality-construction and environmental stewardship. These partners include national production builders, small custom builders, green builders, modular home builders, and home manufacturers. The quotations below highlight just a few of the positive results that builders have experienced through working with ENERGY STAR. Read more on the following pages about each of these partners and others.

### RYLAND HOMES®

*"Of all the leading brand names that Ryland strategically associates itself with, none has more power or market recognition than ENERGY STAR."*

*"Not only did the program's real-world requirements open the door for us to effectively pursue energy efficient building, but it also allowed us to easily select smart products for homes."*

ASPEN HOMES  
OF COLORADO, INC.

*"The consumer benefits of cost savings, coupled with a growing concern for environmental issues such as climate change, have become instrumental to the success of our marketing efforts and referral activity."*



*"ENERGY STAR has provided the key to the future. Customers responding to our company survey stated that ENERGY STAR was important in their selection of a home builder."*



*"We noticed that callbacks for heating complaints became practically non-existent in our ENERGY STAR qualified homes."*

*"Since we have incorporated ENERGY STAR into our building practices, we have seen our sales triple in the past two years."*

IDEAL  
Homebuilders

*"We are grateful for the invaluable leadership, research, and tools that ENERGY STAR has provided over the years."*



*"K. Hovnanian Homes is pleased to be part of a practice that helps people preserve and conserve energy through the purchase of a new home."*



*"...we believe all families should get a home that is built better, more energy efficient, healthier to live in, has less impact on the environment, and will be more valuable in the future."*



# Builder Brochure



# Any Questions?



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